



Euromonitor
International

Beauty and Personal Care in Taiwan

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care ?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Desire for premium products supports category as birth rate falls
Johnson & Johnson Taiwan Ltd retains leading position
Pharmacies lead in the distribution of baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Desire for premium baby and child-specific products to support category growth
Adult dermocosmetics brands are increasingly used for babies' skin
Brands will extend benefits to include emotional wellbeing

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mature and competitive bath and shower category is dependent on price promotions
Unilever Taiwan Ltd holds a strong lead in bath and shower
Strong preference for health and beauty specialists

PROSPECTS AND OPPORTUNITIES

Mature bath and shower category faces limited growth
Rising number of single households and smaller families to drive demand for higher quality bath and shower products
Local brands must keep pace with needs of modern consumers

CATEGORY DATA

- Table 22 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

South Korean colour cosmetics is highly popular among younger generations
L'Oréal Taiwan Co Ltd leads a highly fragmented competitive landscape
Department stores are leading channel for colour cosmetics

PROSPECTS AND OPPORTUNITIES

Strong interest in facial make-up will drive category growth
Niche brands emerge from make-up artists
Colour cosmetics offering skin care benefits will remain important

CATEGORY DATA

- Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024
- Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024
- Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024
- Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024
- Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable performance for deodorants category
Nivea Taiwan Co Ltd consolidates its strong lead
Health and personal care stores is firm favourite when buying deodorants

PROSPECTS AND OPPORTUNITIES

Healthy outlook for the deodorant category
Taiwanese consumers prefer mild scents and fragrances
Ongoing concerns regarding aluminium to shape preferences

CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2019-2024
Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024
Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady demand for depilatories in Taiwan
Edgewell Personal Care Taiwan dominates the category
Supermarkets is the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Stable growth with some limitations for depilatories
Younger generations tend to be price sensitive
Growing interest in intimate care and male grooming

CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2019-2024
Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrances perform well in post-pandemic era
Fragrances is led by Fa Hua Fragrance & Cosmetic Co Ltd
Beauty specialists claim the largest value share in distribution

PROSPECTS AND OPPORTUNITIES

Generation X and Millennials to spearhead growth in fragrances
Emergence of small niche fragrances will continue

Intense competition as landscape becomes more fragmented

CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2019-2024

Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024

Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024

Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Buoyant growth as consumption of hair care rises

Procter & Gamble Taiwan Ltd secures its firm lead

Health and personal care stores stand out

PROSPECTS AND OPPORTUNITIES

Desire for higher quality hair care to support category performance

Steady demand for colourants among seniors and Generation Z

Premiumisation offers growth opportunities

CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2019-2024

Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024

Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024

Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024

Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024

Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Men's grooming enjoys stable value growth

Edgewell Personal Care Taiwan Ltd takes lead in men's grooming

Modern grocery retailers are primary channel

PROSPECTS AND OPPORTUNITIES

Opportunity to expand men's grooming routines

Men prefer the simplicity of all-in-one products

Strong preference for electric razors will remain

CATEGORY DATA

Table 79 - Sales of Men's Grooming by Category: Value 2019-2024

Table 80 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024

Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024

Table 83 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 84 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024

Table 86 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing focus on oral care hygiene ensures steady growth
- Hawley & Hazel Chemical (Taiwan) Corp holds a strong lead
- Supermarkets is leading channel over 2024

PROSPECTS AND OPPORTUNITIES

- Growing interest in mouth fresheners among younger generations
- Promising outlook for children's oral care
- Toothbrush innovations are causing a stir

CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2019-2024

Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 90 - Sales of Toothbrushes by Category: Value 2019-2024

Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024

Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024

Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024

Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024

Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029

Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dermocosmetics skin care brands enjoy steady growth
- L'Oréal Taiwan Co Ltd leads in skin care
- Retail e-commerce is the leading channel in skin care

PROSPECTS AND OPPORTUNITIES

- Competitive marketplace to remain challenging in skin care
- Products for skin repair and treatment after aesthetic medicine will rise
- Consumers are becoming more knowledgeable and self-informed

CATEGORY DATA

Table 101 - Sales of Skin Care by Category: Value 2019-2024

Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024

Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024

Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024

Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024

Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Foreign travellers support demand for sun protection

L'Oréal Taiwan Co Ltd leads in sun care

Department stores is the leading channel in sun care

PROSPECTS AND OPPORTUNITIES

Better education regarding sun protection is set to support category performance

Daily sunscreen use is on the rise

Suncare usage is set to rise throughout the year

CATEGORY DATA

Table 112 - Sales of Sun Care by Category: Value 2019-2024

Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium segment maintains steady growth over 2024

L'Oréal Taiwan Co Ltd retains lead in premium segment

Premium brands face a tougher competitive landscape

PROSPECTS AND OPPORTUNITIES

Premium segment depends on brand developments and communications

Lifestyle brands resonate well with younger generations

Aesthetic medicine will remain prevalent in Taiwan

CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024

Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Mass beauty and personal posts slower growth
- Procter & Gamble Taiwan Ltd leads in mass beauty and personal care
- Mass beauty and personal care is very mature

PROSPECTS AND OPPORTUNITIES

- Steady value growth in mass beauty and personal care
- Consumers may spend more wisely in the mass segment
- Dermocosmetics trend will continue to evolve in skin care

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-taiwan/report.